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Economical a giving leader: United Way of Kitchener-Waterloo and area

Waterloo, ON –The Economical Insurance Group® was named a leader in community giving by the United Way of Kitchener-Waterloo and Area on Saturday, in a tribute to the property and casualty insurer's solid and sustained support for local charities.

The Waterloo-based company's 2011 seasonal United Way campaign poured \$341, 289 into Waterloo Region's charitable organizations.

Jennifer Hubbard, Economical's assistant VP for corporate human resources services, put her colleagues' generosity into focus, noting that \$1,300 provides forty counselling sessions for local women impacted by domestic violence, and that \$3,000 of donations provides six months' worth of healthy snacks to school children in high-need neighbourhoods.

Economical has far surpassed its internal fundraising goals - this time by 35% - for two years running.

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About The Economical Insurance Group

Founded in 1871, The Economical Insurance Group® (TEIG®) is one of Canada's leading property and casualty insurers, with \$4.6 billion in assets and a surplus exceeding \$1.2 billion. Canadian owned and operated, TEIG provides a wide range of insurance products throughout North America. TEIG Member Companies include Economical Mutual Insurance Company® (including Western General® Farm Division), Waterloo Insurance Company®, Perth Insurance Company®, The Missisquoi Insurance Company®, Federation Insurance Company of Canada™, Family Insurance Solutions and The Mattei Companies.